



WEWS

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **315330 /**

Original Date / Revision
10/19/12 10/19/12

Advertiser **Voters First**

Agency **New Media Firm**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product
Voters First TV 10.30-11.6

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1786**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 120250

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	57	\$102,212.50	\$120,250.00	0.00
Totals	57	\$102,212.50	\$120,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	57	\$102,212.50	\$120,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 2	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$1,800.00	P-1	0.00	NM	10	\$18,000.00



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Print Date: 10/22/12

Page 2 of 3

Contract / Revision **315330** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Voters First**

Product **Voters First TV 10.30-11.6** Estimate # **1786**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$1,800.00	P-1	0.00	NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$1,800.00		0.00						
Week:		11/05/12	11/11/12	M-----	2		\$1,800.00		0.00						
N 3	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
Week:		10/29/12	11/04/12	- TW- F--	3		\$1,400.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,400.00		0.00						
N 4	WEWS	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
Week:		10/29/12	11/04/12	- T- TF--	3		\$1,400.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,400.00		0.00						
N 5	WEWS	10/30/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
Week:		10/29/12	11/04/12	- T- TF--	3		\$2,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
N 6	WEWS	10/30/12	11/06/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
Week:		10/29/12	11/04/12	- TW- F--	3		\$2,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
N 7	WEWS	10/30/12	11/06/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
Week:		10/29/12	11/04/12	- T- T---	2		\$2,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 8	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
N 9	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$3,500.00	P-1	0.00	NM	5	\$17,500.00
Week:		10/29/12	11/04/12	- TWTF--	4		\$3,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$3,500.00		0.00						
N 10	WEWS	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
Week:		10/29/12	11/04/12	- T- T---	2		\$3,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 11	WEWS	10/30/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
Week:		10/29/12	11/04/12	-- W- F--	2		\$3,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 12	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00



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Print Date: 10/22/12

Page 3 of 3

Contract / Revision **315330** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Voters First**

Product **Voters First TV 10.30-11.6** Estimate # **1786**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TW----		2				\$4,500.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 13	WEWS	11/01/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	---T---	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---		1				\$2,500.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
N 14	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TW----		2				\$1,400.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,400.00		0.00			
N 15	WEWS	10/30/12	11/06/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 16	WEWS	10/30/12	11/06/12	SU 12a-1a CSI Miami SU CSI Miami	CM	12-1a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$650.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 17	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		1				\$1,200.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														57	\$120,250.00